

## SFJODPS6.11.1

### Market job-related services to employers



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#### Overview

This unit concerns making different marketing approaches to engage employers' commitment. You will need to agree objectives and level of service with the employer, use the campaign medium most like to attract the most suitable applicants, ensure that vacancies and submission follow up are kept up to date and employers and applicants are also kept up to date with progress.

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#### Performance criteria

*You must be able to:*

- P1 follow organisational procedures at all times
- P2 maintain your own personal safety
- P3 work in a way that ensures the safety of others
- P4 engage the commitment of employers to the campaign
- P5 agree the level of sifting to be carried out
- P6 align the vacancy plan with the employer's objectives and agree it with the employer
- P7 use the campaign medium that it is most likely to attract the most suitable applicants
- P8 ensure that vacancies are processed promptly and accurately
- P9 provide feedback to those submitting applicants to improve the quality of submissions
- P10 keep the employer up to date with progress, developments and issues
- P11 ensure that submission follow up is kept up to date and vacancies are amended or cancelled promptly
- P12 meet the requirements of the timescale
- P13 maintain the requirements of confidentiality

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#### Knowledge and understanding

*You need to know and understand:*

- K1 the requirements of organisational procedures
- K2 the legal requirements for health and safety
- K3 your organisation's health and safety requirements
- K4 legislative requirements (eg Equal Opportunities Act, Data Protection, Disability Discrimination Act (DDA), Freedom of Information (FOI) etc)
- K5 your organisation's diversity policy
- K6 the requirements of your organisation's Customer Charter
- K7 how to engage the commitment of employers
- K8 the characteristics of the local labour market
- K9 influencing and negotiation techniques
- K10 how to give clear and accurate information and advice
- K11 the selection criteria for the vacancy/ies
- K12 the requirements of the vacancy plan
- K13 the strengths and weaknesses of the different potential campaign media
- K14 your available resources and any constraints attached to them

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#### Additional Information

##### Scope/range related to performance criteria

Different conditions which affect how you apply your knowledge, and in which you must demonstrate competence are:

1. marketing approaches: visits; telesales; mail shots; emails
2. campaign medium; Jobcentre circulation; job fairs; outreach; on employers' premises

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<b>Relevant occupations</b>	Public Services; Public Service Professionals; Government and Related Organisations
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<b>Suite</b>	Operational Delivery - Public Services
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<b>Key words</b>	operational delivery, marketing approaches, campaign media, agree objectives, vacancy processing, submission follow up, employers and applicants
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